

FM 107.3

AM 1140

MAIL ROOM

WXLZ

APR 30 1999

P.O. Box 1299

LEBANON, VIRGINIA 24266

mm Doc. 99-25

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TO WHOM IT MAY CONCERN:

My name is Mr. Lannis Yearly, owner and general manager of WXLZ FM/AM, a 6,000 watt FM located in Lebanon, Virginia and a 2,500 watt AM, studios located in Castlewood licensed in St. Paul, Virginia. My FM tower is 343 feet high, a 24 hour operation and the AM tower is 199 feet high and is a daytime station only. My AM and FM stations are about five air miles apart.

These two stations are located in Russell County, the Southwestern part of Virginia, mostly coal and farming country. Lebanon has a population of between 3 and 4 thousand people and Castlewood is even smaller, around 1500 people.

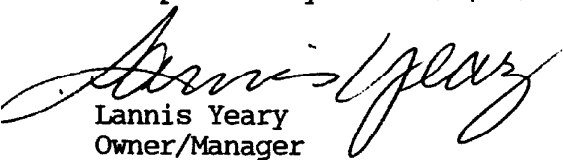
My competitors include one 1,000 watt AM station here in Lebanon, a 6,000 watt FM in Coeburn, Virginia about eight air miles west of Castlewood, a 6,000 watt FM in Wise, Virginia about ten air miles away, a 50,000 watt FM in Norton, Virginia about twelve air miles away, a 65,000 watt FM in Bristol, Virginia about fifteen air miles away plus many other large signals from the Tri Cities market which is about 20-25 miles away. All together, approximately 20-25 radio stations being my competitors for listeners and dollars! My ad rates range from \$7.50 to \$8.50 per thirty second ad. These rates are very low for what I am trying to do for my communities and counties. I must support both the FM and the AM with these low ad rates and I employ employee between 14 and 18 people full time and part time year round.

I have had offers from some big stations to buy me out and they want to turn the station into a money making jukebox with music and commercials only.

But I am from the old school and believe in serving my community. I spend all my income on taxes, employees, bank payments and other overhead expenses. I have a full news department and sports department. Something you rarely see in small markets like mine, anymore.

I am barely able to do this now with the income these two small stations bring in. But, if these small FM stations are put in by the FCC, it will push me to sell out to the big boys and the community will lose the community service they now get free. The pie is just so large and it is sliced too small, now and if these FM signals are put in, I will definately get out and let the big stations have their jukebox and serving my community will definately go out the window. The bottom line is: there is barely enough advertising dollars now to keep me and many of my small local radio colleagues afloat. This would no doubt put me and lots of other locally oriented radio people out of business.

I hope to stay in radio, but it's up to you.


Lannis Yearly
Owner/Manager
WXLZ FM/AM
Lebanon, Virginia

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